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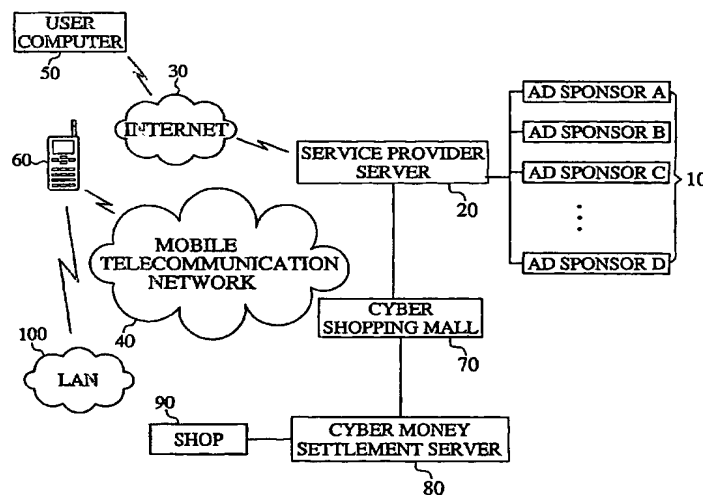
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(54) Title: ADVERTISING SYSTEM AND METHOD FOR SLOT MACHINE GAME USING IMAGE AD SYMBOLS ON THE
INTERNET



(57) Abstract: An Internet advertising system includes a service provider server (20) which stores and manages advertising symbols transmitted from a number of advertising sponsors (10); an advertisement (or ad) generating server which generates advertising images from the advertising symbols provided from the service provider server (20), an ad selecting server (120) which mixes an advertising image selected by a user among the various kinds of ads produced from the ad generating server; a slot machine game server (130) which constitutes the advertising images mixed by the ad selecting server (120) into a display screen of a slot machine game; and a user terminal which receives a slot machine game service.

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